

ORDER



Orders
Order / Rev: 202889
Alt Order #: 06847487
Product Desc: 10/19-10/25 N.R.C.C. IE
Estimate: 2962
Flight Dates: 10/19/12 - 10/25/12
Original Date / Rev: 08/30/12 / 08/30/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: National Media
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/NRCC IE
Demographic: A35-64
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN16736/NO10995
Agency External ID: IN302/SP102/SP1137/AL1713/MO2553

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	10	\$10,700.00	\$9,095.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	10	\$10,700.00	\$9,095.00	0.00
Totals	10	\$10,700.00	\$9,095.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	15%	\$10,700.00
Market	100%	\$71,333.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	48%	\$34,240.00
WGNT	3%	\$2,140.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	11%	\$7,846.67
WTVZ	4%	\$2,853.33
WVEC	19%	\$13,553.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/24/12	10/24/12	MLB on Fox MLB on Fox	CM	MLB on Fox	--W----	:30	1	\$2,000.00	P2	0.00	NM	1	\$2,000.00
MLB: WORLD SERIES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	--W----	1		\$2,000.00	0.00							
E 2	WVBT	10/25/12	10/25/12	World Series World Series	CM	World Series	---T---	:30	1	\$2,000.00	P2	0.00	NM	1	\$2,000.00

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WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
MLB: WORLD SERIES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---		1		\$2,000.00			0.00			
E 3	WVBT	10/20/12	10/20/12	College Football College Football	CM	College Football (7:30 PM-11:00 PM)	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
FOX CLG FTBL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1		\$600.00			0.00			
E 4	WVBT	10/21/12	10/21/12	Fox NFL Post Game Fox NFL Post Game	CM	Fox NFL Post Gam	:30	1	\$2,500.00	P2	0.00	NM	1	\$2,500.00
THE OT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1		\$2,500.00			0.00			
E 5	WVBT	10/19/12	10/19/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
WVBT FOX NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--		1		\$700.00			0.00			
E 6	WVBT	10/22/12	10/22/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
WVBT FOX NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----		1		\$700.00			0.00			
E 7	WVBT	10/23/12	10/23/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
WVBT FOX NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----		1		\$700.00			0.00			
E 8	WVBT	10/20/12	10/20/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
WVBT FOX NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1		\$500.00			0.00			
E 9	WVBT	10/21/12	10/21/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
WVBT FOX NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1		\$700.00			0.00			
E 10	WVBT	10/21/12	10/21/12	Su 1045-11p Fox Sportswrap Sun	CM	1045-11p	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
SPORTSWRAPWKND														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S		1		\$300.00			0.00			
Totals													10	\$10,700.00